



Planning Partnership

HAMILTON COUNTY
Regional Planning Commission

MEMBERSHIP / OUTREACH COMMITTEE

Strategic Plan

2002 – 2007

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Introduction

As the Planning Partnership moves into its third year of existence, members of the Membership/Outreach Committee are planning the future expansion of the organization and clarifying the role of the Membership/Outreach Committee. A coordinated plan is needed for recruitment of jurisdiction members, recruitment of affiliate members, and greater participation in Planning Partnership initiatives.

A meeting was convened on June 19, 2002 to develop a strategic plan for the Membership Committee – an update and refinement of the strategic actions recommended for this committee in the Planning Partnership's Organizational Strategy.

Purpose (WHY?)

To draft an action plan for the Membership Committee for 2002 and 2003 (based on a five year vision) that will:

- Retain current members.
- Increase membership of civic, private and public sector organizations during the next year.

Process

1) Overview (WHERE are we?)

- a) Planning Partnership Vision and Mission
- b) Bylaws: types of members (jurisdictions, affiliates, friends)
- c) Current Membership Composition
- d) Current Planning Partnership Initiatives (COMPASS, Certified Planning Commissioners' Program, CIP Steering Team, Storm water Management Education Program, Revitalization of Aging Neighborhoods, Newly Elected Officials Workshop)
- e) Rules: time limits / parking lot
- f) Themes (Brainstorming)
 - i) Possible barriers or obstacles?
 - ii) Possible opportunities?

2) Clarify Vision for the Membership/Outreach Committee (WHAT will success look like?)

- a) Review Existing Goal (committee charter)
 - i) position the Planning Partnership in Hamilton County and the region to accomplish its mission and goals
 - ii) retain current members
 - iii) increase membership of civic, private and public sector organizations
- b) Five Year Vision (WHAT)
(optimum achievements and results)
By 12/31/06 what should the Planning Partnership Membership Committee
 - i) Have accomplished?
 - ii) Be doing?
 - iii) Be known for?
- c) Form Consensus

- 3) Identify Strategic Goals (WHAT must be done?)**
 - a) What must we do during the next two years to accomplish the goals?
(desired outcome / clear challenge / makes difference)
 - b) Clarify
 - i) Which statements do you not understand / need more explanation?
- 4) Set Priorities (WHEN should this be done?)**
 - a) What's important to do in 2002?
 - b) What's important to finish by the end of 2003?
- 5) Identify Strategy Themes and Timeline (WHEN can this be done?)**
 - a) What strategies are related (affinity)?
 - b) What's the correct sequence?
 - c) What needs to be delayed beyond 1st year initiatives?
- 6) Identify key players and work groups (WHO / HOW)**
(What to do "tomorrow")
 - a) Identify champion
 - b) Draft steps (tactics / methods)
 - c) Draft resources (human and other)
 - d) Draft dates (start and completion)
 - e) Identify outcomes and measures (how will we know it's done)

Overview:

- 1) The Planning Partnership Bylaws provides for two types of members: "Jurisdiction members" (communities in Hamilton County) and "Affiliate members" (organizations in the public, private and civic sector).
- 2) A new category of members has been proposed and is under consideration: "Friends of the Partnership". This category will allow individuals to become members and participate in the different initiatives of the Partnership, without the requirement of being affiliated with any organization in particular¹.
- 3) Current Planning Partnership membership composition includes 29 communities in Hamilton County, 12 affiliate members (including Jackson Township in Clermont County).
- 4) Current Major Initiatives of the Planning Partnership include: Community COMPASS, Certified Planning Commissioners' Program, Storm water Management Education Program, CIP Steering Team, and Cost of Government Services Study.

¹ Approved as of December 2, 2002

Barriers and Obstacles:

- 1) Fear of metropolitan government
- 2) Inability to develop programs
- 3) Inability to show results
- 4) Lack of participation of member communities in the Partnership's projects/committees
- 5) Lack of private sector buy-in
- 6) Volunteer burn out
- 7) Loss of momentum, i.e. capital improvement priority project: started with a lot of expectation and interest but for several months nothing has going on
- 8) Fee structure inequity
- 9) Needs more clarity in communicating "what's the benefit for me and my community"
- 10) Lack of publicity and clear message: understanding of what is and does the Planning Partnership
- 11) Lack of "a" common interest". Suggestion a no-brainer project that all communities can support
- 12) Need group grant to fund two or three projects of great visibility
- 13) The Partnership does not have authority or money.
- 14) Lack of progress in Business Courier Supplement
- 15) Why is Hamilton County relevant as a geographic entity? Why jurisdictions in the County need to get together as "one" organization? To be relevant, this organization would need clear authority and funding. It needs education of the idea of Hamilton County as a geographic entity.
- 16) Not enough resources (human, economic) to accomplish initiatives
- 17) Lack of specific focus. There are other organizations that have a more clear focus: Storm water Committee, First Suburbs, Township Association, Municipal League, etc.
- 18) Measurement/Results. Private sector wants to see quantifiable results
- 19) To develop the organization as a sustainable enterprise it is necessary to provide customers a reason to believe (in the Partnership). Currently, not present in the mind of elected officials
- 20) Needs to overcome skepticism

Mission

The Membership Committee will expand the membership of the Partnership to include all political jurisdictions in Hamilton County, political jurisdictions from adjacent counties and other organizations from the public, private and civic sectors, and individuals, to make the Planning Partnership the chief convener of collaboration efforts in the region.

Five-Year Vision:

Public Relations and Marketing: A Reason to Believe

- 1) The public is aware of Planning Partnership achievements and the Partnership is known as the chief convener of collaboration efforts.
- 2) Planning Partnership members value the ROI (Return On Investment) (i.e. Planning Partnership demonstrates successful multi-jurisdiction & multi-sector cooperation on Partnership's sponsored projects)
- 3) Key measures of success are identified and monitored by the Partnership.
- 4) The Partnership has built a portfolio of successful projects that help to retain membership support
- 5) The political jurisdictions in Hamilton County and other potential members understand what the Planning Partnership is and how to measure its progress
- 6) Members that demonstrate significant participation in Planning Partnership initiatives are recognized / rewarded.

Recruitment and Retention

- 1) New members join the Planning Partnership every year
- 2) All immediately neighboring communities are members of the Planning Partnership
- 3) Affiliate membership (civic, private and public sector organizations) increases every year.
- 4) 49 jurisdictions in Hamilton county are members
- 5) All members who join the Partnership retain their membership.

Possible Strategies (Strategic Goals)

- 1) Focus media on accomplishments (high profile accomplishment)
- 2) Identify and publicize one accomplishment to point to
- 3) Complete membership initiatives to assure maximum participation and support for countywide vision (?)
- 4) Increase media exposure to Planning Partnership initiatives
- 5) Involve key affiliates in identifying ways to increase awareness and understanding of PP mission
- 6) Use existing Planning Partnership's members outreach resources (i.e. member newsletters) to promote PP
- 7) Involve political jurisdictions from adjacent counties in identifying common needs, problems and solutions
- 8) Involve nonmember Political jurisdictions in identifying common needs
- 9) Engage nonmember Political jurisdictions in events and initiatives
- 10) Publish a Planning Partnership Business Courier Supplement in the Fall 2002
- 11) Reward and publicize outstanding volunteer participation in PP initiatives with the Great Planning in Partners Award
- 12) Develop presentation packets tailored to specific groups: jurisdictions, civic sector organizations, private sector, individuals, youth, media
- 13) Systematize method(s) to communicate for retention and recruitment of members

- 14) Compile list of organizations and individuals to reach out
- 15) Organize Speakers Bureau with current members (including PP officers after annual election), to make presentations to members and non members. Increase involvement of representatives in outreach tasks (organize subcommittees)
- 16) Add minority community's members
- 17) Target certain communities for recruitment (e.g. I-75 corridor, Hamilton County Municipality League, township association, CLG, minority community's members, etc)
- 18) Recruit youth to help sustain the planning partnership's future
- 19) Actively recruit individuals to lead and organize the Membership subcommittees and other Partnership's committees
- 20) Schedule presentations and other events for education and recruitment of target groups
- 21) Identify and recruit the best "communicator (s)" for each target group
- 22) Identify resources [funding, human] for marketing and public relation efforts
- 23) Expand membership of individuals by including a membership category of "Friends"

Initiatives and its Strategies:

1. Organization alignment

- Involve political jurisdictions from adjacent counties in identifying common needs, problems and solutions
- Involve nonmember political jurisdictions in identifying needs
- Involve First Suburbs Consortium in clarifying roles and opportunities for collaboration
- Involve organizations from the private and public sectors in identifying common needs, problems and solutions
- Systematize method(s) to communicate for retention and recruitment of members
- Schedule presentations and other events to recruit target groups
- Complete membership initiatives to assure maximum participation and support for countywide vision
- Publish Business Courier Supplement
- Engage nonmember political jurisdictions in events and initiatives

2. Public relations and communication materials

- Develop presentation packets tailored to specific groups: jurisdictions, civic sector organizations, private sector, individuals, youth, media
- Focus media on accomplishments (high profile accomplishment)
- Increase media exposure to Planning Partnership initiatives

- Involve key affiliates in identifying ways to increase awareness and understanding of PP mission
- Organize Speakers Bureau with current members (including PP officers after annual election), to make presentations to members and non members
- Identify and recruit the best “communicator(s)” for each target group
- Identify resources (funding and human] to support marketing efforts
- Reward and publicize outstanding volunteer participation in PP initiatives with the annual Great Planning in Partners Award
- Use existing Planning Partnership’s members outreach resources (i.e. member newsletters)

3. Outreach (retention and expansion) & Members Participation (promote members’ participation in Partnership’s committees)

- Compile list of organizations and individuals to reach out
- Schedule presentations (using the Speakers Bureau as spokespeople) to inform of the Partnership’s projects and initiatives and what is the Partnership and benefits of becoming a member
- Increase involvement of representatives in outreach tasks(organize subcommittees)
- Promote participation in Partnership’s committees
- Target certain communities for recruitment (e.g. I-75 corridor) for recruitment
- Include youth to help sustain the planning partnership’s future
- Add minority community’s members
- Link directly to Hamilton County Municipality League.
- Include township association
- Include key organizations (e.g. Center for Local Governments)

Task Force Structure

Committee Chair: Adam Goetzman

TASK FORCE 1: PUBLIC SECTOR MEMBERSHIP AND PARTICIPATION

Goal Statement: Establish a network of jurisdiction members and public Sector affiliates who actively support the vision and mission of the Planning Partnership

Chair / Coordinator:

Members: Adam Goetzman, Lois McKnight, Christina Meyers, Beth Stiles, Ron Miller, Catalina Landivar, Paul Smiley, and Cassandra Brown

TASK FORCE 2: PRIVATE SECTOR MEMBERSHIP AND PARTICIPATION

Goal Statement: Establish a network of private sector affiliates who actively support the vision and mission of the Planning Partnership

Chair / Coordinator:

Members:

TASK FORCE 3: CIVIC SECTOR AND FRIENDS MEMBERSHIP AND PARTICIPATION

Goal Statement: Establish a network of civic sector affiliates and individuals who actively support the vision and mission of the Planning Partnership

Chair / Coordinator:

Members:

COMMITTEE WIDE: PUBLIC RELATIONS AND MARKETING

Goal Statement: Document Planning Partnership Vision, accomplishments, and key messages

Chair / Coordinator:

Members:

Appendix A

Discussion: Current Projects/Events Related to the Membership Committee's Strategic Plan

Collaboration with the First Suburb Consortium

- An opportunity to collaborate with the First Suburb Consortium since they have similar program to revitalize the aging neighborhoods (greyfield).
- Tom Moeller (First Suburb Consortium President/Director, and City of Madeira Administrator) involvement is critical. The City of Madeira is not a member of the Partnership, therefore maybe the "Friends" of the Partnership will allow Mr. Moeller a more official role/involvement on a personal basis.
- The Friends of the Partnership is being considered by the Executive Committee.

Business Courier Supplement

- Business Courier (BC) supplement is being pursued to inform/educate the private sector into what is the Partnership, its projects and long term objectives and potential. A spin off effect maybe private sector funding of the Partnership initiatives.
- BC supplement is already scheduled to publish on October 4th, 2002. (Note: issue date has been rescheduled to December 6)
- BC supplement will need professional support especially for writing and editing. Ron Miller will contact Dan Pinger and Associates and Dick Huddleston for that purpose.
- The Content of Business Courier supplement will be 12 pages 50% text 50% advertisement.

The Planning Partnership Marketing Package

- The Planning Partnership marketing package is needed to retain or expand members.
- The problem of these marketing methods: needs speaker volunteers

PLANNING PARTNERSHIP - MEMBERSHIP/OUTREACH COMMITTEE

Action Plan - 2002 and 2003

		Administrative									
2002	1. Create/Update annual committee wide and respective subgroup reports.										
	2. Develop presentation packets for groups specified by task force (public sector, private sector, and civic sector & friends) as well as the youth and media.										
	3. Develop a survey for involving members and affiliates in identifying common needs, problems, and solutions.										
	4. Set up systematic methods to promote retention and recruit new members.										
	5. Accumulate a data base listing of organizations and individuals and categorize by task force.										
	6. Organize a speakers Bureau, committee wide and for each task force with the best respective speakers, to make presentations.										
	7. Bolster involvement of representatives in outreach.										
	8. Schedule presentations and other events, committee wide and with respective task forces, to recruit target groups.										
	9. Identify human and funding resources to support marketing and recruiting efforts.										
	10. Exhaust existing Planning Partnership members outreach resources.										
2003											

PLANNING PARTNERSHIP - MEMBERSHIP/OUTREACH COMMITTEE

Action Plan - 2002 and 2003

Year	Strategic Goal	Champion	Steps	Resources	Schedule	Outcomes	Measures
2002	Communication on Value (ROI)						
	1. Advertise high profile accomplishments to the media and increase media exposure.						
	2. Publish Business Courier Supplement highlighting committee and task force status.						
2003	3. Associate with key affiliates to identify ways of increasing awareness and understanding of the Planning Partnership mission.						
	4. Involve political jurisdiction from adjacent counties identifying common needs, problems, and solutions.						
	5. Acknowledge and reward outstanding volunteer participation in Planning Partnership initiatives with annual Great Planning in Partners Award.						

PLANNING PARTNERSHIP - MEMBERSHIP/OUTREACH COMMITTEE

Action Plan - 2002 and 2003

Year	Strategic Goal	Champion	Steps	Resources	Schedule	Outcomes	Measures
2002	Target Membership						
	1. Add minority community members.						
	2. Target areas/communities for recruitment that are under pressure.						
	3. Advocate youth involvement for present and future sustainability of the Planning Partnership.						
	4. Link to the Hamilton County Municipality League.						
	5. Include township associations.						
	6. Involve the First Suburbs Consortium for rule and opportunities.						
	7. Include key organizations.						
	8. Identify nonmember Political Jurisdictions needs and involve them in events and initiatives.						
2003	9. Complete membership initiatives to assure maximum participation and support for a countywide vision.						